

Small Business Assistance Grant Program

Guidelines and Part A Application

The Small Business Assistance Program is an initiative implemented by the New Orleans Redevelopment Authority (NORA) to support and better leverage revitalization efforts taking place along designated Low to Moderate Income (LMI) area commercial corridors, including those corridors currently participating in both NORA's Commercial Corridor Gap Financing and Façade RENEW Programs. The Small Business Assistance Grant program intends to prevent commercial vacancy and serve as an additional financial resource to business enterprises that were established between **January 1, 2018, and December 31, 2022**, and that occupy commercial spaces or storefronts on target commercial corridors by providing recoverable grants of up to \$25,000. The grant proceeds can be used to cover eligible business expenses including lease payments, mortgage interest, utilities, and marketing over a six (6) month covered period. **Part A application must be dated on or before January 31, 2023 in order to be eligible for consideration of grant funds.** Awards will be made available to business enterprises on a first come first serve, rolling basis during the application acceptance period until all program funds have been allocated.

Funds are limited and awards will be made available to business enterprises on a first come first serve, rolling basis until the January 31, 2023 deadline.

Applicants should note the following:

- 1) All applications should be completed electronically using Adobe Acrobat Reader. Adobe Acrobat Reader is free software available at <http://get.adobe.com/reader/otherversions/>.
- 2) As part of the application packet, be sure to complete and submit *Exhibit B: Application Checklist* to confirm that your application is complete prior to submittal. All exhibits are included with this solicitation.
- 3) If you are approved to participate in the **Small Business Assistance Grant Program** you must:
 - a. Sign a written grant agreement with NORA.
 - b. Commit to using the program funds for approved eligible costs only
 - c. Commit to providing NORA with monthly status updates including all required cost-related documentation.
- 4) Review all guidelines and requirements prior to completing the application.

Small Business Assistance Grant Program

GUIDELINES

Application Directions and Evaluation:

Interested parties should review these Guidelines thoroughly prior to starting the application. Applicants must submit completed applications along with any required attachments and exhibits directly to NORA as described below.

Part A Application must be dated on or before January 31, 2023 in order to be eligible for grant funds. Funds are limited and awards will be made available to business enterprises on a first come first serve, rolling basis during until all program funds have been allocated. All completed applications should be sent electronically to Program Manager Whitney Williams at Whitney.Williams@nola.gov.

Please read and complete the entire application, including Exhibits and Attachments. All applications must be complete upon submission in order to be considered. Missing items may disqualify you from consideration.

All applications submitted on time will be evaluated by staff on a rolling basis until the program funds are exhausted

NORA staff will use information provided by applicants to perform a review to help determine eligibility and appropriateness. NORA reserves the right to cancel this program at any time and to accept or reject, in whole or in part, any and all proposals for any reason. No commitment of funding is final until a grant agreement has been executed between the parties.

NORA reserves the right to extend the deadline and/or re-open this application and will announce such via its website.

Guidelines

Applicant Eligibility:

1. Applicant eligibility will be determined by NORA based the following criteria:
 - a. Applicant is an existing business enterprise that was established between January 1, 2018 and December 31, 2022, and, as of January 3, 2023, is occupying a commercial space or storefront along a target Low to Moderate Income (LMI) commercial corridor [See Exhibit C for list of eligible commercial corridors] or;
 - b. Applicant is a business expansion occupying a commercial space or storefront along a target Low and Moderate Income (LMI) commercial corridor with an active lease for an existing location that is concurrent with the new LMI commercial corridor lease;
 - c. Applicant has an active business license associated with the business enterprise;
 - d. Applicant's business is open to serve the general public with regular business hours;
 - e. Applicant has no debt arrears or liens on any property and has no delinquent taxes owed to the City of New Orleans.
 - f. Applicant is in good standing with the State of Louisiana's Office of Secretary of State.

Ineligible Businesses/Applicants:

1. Businesses not eligible for funding through the program include, but are not limited to:
 - a. Pawn Shops
 - b. Adult bookstores
 - c. Adult performance venues
 - d. Pay day loan stores
 - e. Branch Banks
 - f. Corporate-owned franchises
 - g. Massage parlors
 - h. Hot tub facilities
 - i. Suntan facilities
 - j. Racetrack or other facilities used for gambling
 - k. Bail bonds
 - l. Any store where principal business is the sale of alcoholic beverages.
 - m. Hotels/Motels/Short Term Rentals
 - n. Institutional Uses
 - o. Hospitals and Health Clinics
 - p. Businesses primarily engaged in the rental of space including, but not limited to:
 - i. Parking Lots
 - ii. Reception Halls
 - iii. Storage Facilities (including self-storage)
 - q. Businesses engaged in activities that may be prohibited by federal or applicable law
 - r. Any other uses deemed ineligible by NORA

Funding:

The Small Business Assistance program is intended to support recently established small businesses located in Low to Moderate Income neighborhoods that were unable to stabilize themselves prior to suffering business interruptions between 2018 and 2022 as well as businesses that were established during the economic downturn by providing an additional financial resource to new business enterprises by offering recoverable reimbursement grants of up to \$25,000. The grant proceeds can be used to cover eligible expenses including lease payments, mortgage interest, utilities, and marketing (for retail/walk-in businesses only).

Guidelines

All terms and other guidelines may be modified by NORA based on program priorities. All updates to this solicitation will be posted on NORA's website at www.noraworks.org.

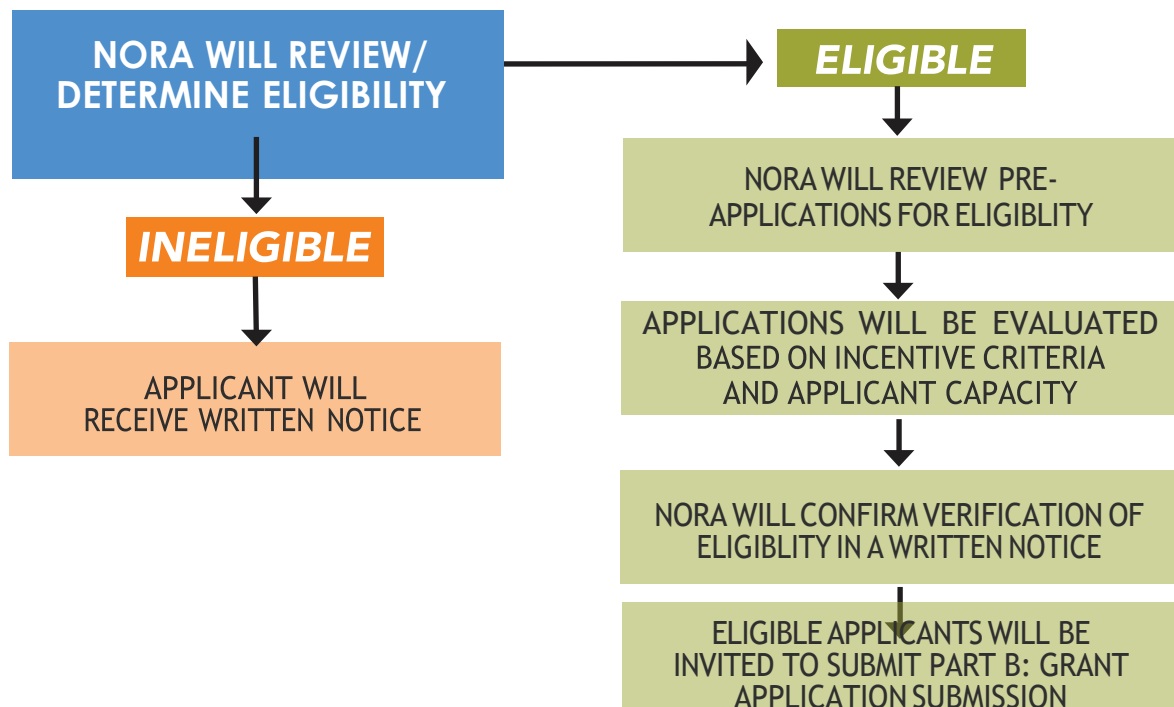
The program has a two-phased application process
Part A: Pre-Application to Confirm Applicant Eligibility
Part B: Grant Application Submission

Interested business owners along the targeted commercial corridors are required to submit a Part A pre-application to determine eligibility. NORA will accept one pre-application per qualified individual or entity, per single land parcel starting by e-mail or U.S. Mail. E-mail submissions are preferred. E-mail submissions should be addressed to: whitney.williams@nola.gov. Postmarked submissions should be mailed to: Whitney Williams, Small Business Assistance Grant Program, c/o New Orleans Redevelopment Authority, 1409 Oretha Castle Haley Blvd. 4th Floor, New Orleans, LA, 70113.

Once the Part A application has been reviewed, NORA will invite eligible applicants in Part B to submit a full grant application for consideration.

SUCCESSFUL APPLICANTS MUST SUBMIT TWO APPLICATIONS:
1. PART A: PRE-APPLICATION - VERIFIES ELIGIBILITY
2. PART B: GRANT APPLICATION - REQUESTED UPON PART A VERIFICATION

The pre-application evaluation and selection processes are as follows:



Guidelines

Grants will be awarded on a first-come, first-serve basis and subject to funding availability. Therefore, program investments may not be available to all eligible applicants and for all eligible corridors. NORA will monitor funding availability as awards are made and provide timely status updates.

All pre-applicants must submit the following information:

- Completed pre-application
- No debts arrears are owed to the City (tax bill)
- Evidence of business license
- Evidence of occupancy along a target corridor
- Current lease or evidence of property ownership

PLEASE RETURN COMPLETED PRE-APPLICATION TO:

Whitney Williams
Small Business Assistance Grant Program
c/o New Orleans Redevelopment Authority
1409 Oretha C Haley Blvd | New Orleans, LA 70113
PHONE: (504) 658.4451 | FAX: (504) 658.4551 | Email: whitney.williams@nola.gov

Additional Requirements NORA reserves the right to add any and all requirements that are needed to effectuate the goals of this program or comply with any legal requirements. All activities must comply with city, state, and federal codes, rules, and regulations for the Community Development Block Grant (CDBG) program. NORA reserves the right to amend the instructions, requirements, or scope of eligible uses. Copies of such amendments shall be posted to NORA's website. Further, NORA may waive certain provisions of these requirements based upon a determination of the public benefits of the project.

Publication and Promotion: Successful applicants agree to participate in any reasonable promotional activity and to prominently display NORA signage on the site if requested. Such signage must be at least as large as standard real estate "For Sale" signage and shall be provided by NORA.

Proprietary Information: As a public agency, NORA is subject to the disclosure requirements of the Public Records Act, La.R.S. 44:1, et seq. Only information which is in the nature of legitimate trade secrets or non-published financial data may be deemed proprietary or confidential. Any material within a submission identified as such must be clearly marked as CONFIDENTIAL and will be handled in accordance with the Louisiana Public Records Act, R.S. 44: 1-44 and applicable rules and regulations. Any submission marked as CONFIDENTIAL in its entirety may be rejected without further consideration or recourse.

Cost of Preparing Submission: NORA shall not be liable for any costs incurred by applicants. Costs associated with developing the proposal, or any other expenses incurred by the applicant in connection with this application are entirely the responsibility of the applicant and shall not be reimbursed in any manner by NORA.

Errors and Omissions in Proposal: NORA shall not be liable for any errors in proposals. NORA has the right to request clarification or additional information from the applicants. The application and proposal of selected applicants may become part of any agreement initiated by NORA.

Contact and References: Applicants must provide accurate contact information and attest to the veracity of the information supplied. At its discretion, NORA staff may contact references and industry sources, investigate current commitments, interview some or all of the proposed team members, and take any other information into account in its evaluation of the responses. NORA reserves the right to request clarification or additional information and to request that applicants make presentations to the NORA Board of Commissioners.

PART A Pre-APPLICATION

Business Owner Name(s) and Percentage of Ownership:

Applicant Type:

- NON-PROFIT ORGANIZATION 501(c)3
- PARTNERSHIP
- INDIVIDUAL/SELF-EMPLOYED/Sole Proprietor
- C-CORP
- S-CORP
- LLC
- OTHER

Business Legal Name/DBA:

Business TIN (EIN,SSN, ITIN):

Business Address:

City, State, Zip:

Business Telephone:

Business Contact Name:

Business Contact Address:

Business Contact Telephone and Email Address:

PART A PRE-APPLICATION Cont

Type of Business:

Date Established/First Licensed by the City of New Orleans at current location:

(must be in 2018, 2019, 2020, 2021 or 2022)

Number of Employees:

Amount of funding requested:

(\$25,000 maximum over 6 months)

Description of the proposed use(s) (lease payment, mortgage interest, utilities, and/or marketing) of funds:

(See Part A Application Exhibit A for required attachments)

Small Business Assistance Grant Program

Part A Application Exhibit A

Below is a summary of Small Business Assistance Grant Program requirements with which all participants must comply. Please read carefully through each of the following and sign that you have read, understand, and agree.

I/WE UNDERSTAND AND AGREE:

1. I have read the statements included in this application form and understand them.
 2. I certify that the business or any owners of the business have no personal or business judgements or unsettled lawsuits.
 3. I certify that the business or any owners of the business do not owe any taxes for prior years.
 4. I certify that the business and its owners are in good standing with the State of Louisiana.
 5. All grant proceeds will be used only for the eligible business-related purposes as specified in the application.
 6. To comply with all laws, rules, regulations, standards, ordinances, orders, and codes that apply to the business.
 7. To maintain or obtain and pay for any and all **PERMITS** or **APPROVALS** required by the City for continued operations on site.
 8. To obtain a complete certificate of **LIABILITY INSURANCE** for at least \$1 million per incident and \$2 million and aggregate, and to name NORA as an additional insured party.
 9. Not to use the "New Orleans Redevelopment Authority" name in any context without prior written permission from the NORA.
 10. I certify that neither the business nor any owners of the business has received, or is currently receiving, disaster assistance funding from other sources for the same purpose.
-

AGREEMENT & SIGNATURE:

I hereby certify that I have read and completed the entire **Small Business Assistance Grant Program** application. I have read, understand, and agree that my funding proposal meets the program use requirements. By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if I am approved any omissions, false statements, or other misrepresentations made by me on this application will result in the denial of my application.

PRINTED NAME: _____

DATE: _____

SIGNATURE (REQUIRED): _____

Small Business Assistance Grant Program

Part A Application Exhibit B: Checklist

All application submissions will require the following information:

Completed Application Form Including Signed Exhibit A	
Copy of Current/Active Lease or Evidence of Property Ownership	
Copies of Business Permits and Licenses	
Evidence of no debts arrears owed to the city (tax bill)	

Small Business Assistance Grant Program

Exhibit C: Program Eligible Commercial Corridors:

Small Business Assistance Program eligible commercial corridors:

- Alcee Fortier (Chef Menteur Highway to Peltier Drive)
- Broad (Washington Avenue to Esplanade Avenue)
- Bullard (Interstate 10 to Hayne Boulevard)
- Bundy (Dwyer Road to Morrison Road)
- Caffin (St. Claude Avenue to North Galvez Street)
- Canal (Norman C. Francis Parkway to Claiborne Avenue)
- Chef Menteur [A] (Peoples Avenue to Bundy Road)
- Chef Menteur [B] (Interstate 510 to Old Gentilly Road)
- South Carrollton (Earhart Boulevard to Canal Street)
- South Claiborne (Napoleon Avenue to Earhart Boulevard)
- North Claiborne [A] (Canal Street to St. Bernard Avenue)
- North Claiborne [B] (Industrial Canal to St. Bernard Parish line)
- Crowder (Dwyer Road to Morrison Road)
- Downman (Chef Menteur Highway to Morrison Road)
- Earhart (Jefferson Parish Line to Washington Avenue)
- Elysian Fields (Interstate 10 to Interstate 610)
- General De Gaulle (Shirley Drive to Kabel Drive)
- General Meyer (Tita Street to Richland Road)
- Lake Forest (Mayo Road to Read Boulevard)
- Lasalle (Louisiana Avenue to Jackson Avenue)
- Newton (Thayer Street to Behrman Avenue)
- Oretha Castle Haley (Jackson Avenue to Martin Luther King, Jr. Boulevard)
- Orleans (North Broad Street to North Claiborne Avenue)
- Read (Dwyer Road to Morrison Road)
- St. Bernard A (North Rampart Street to North Broad Street)
- St. Bernard B (Interstate 610 to Harrison Avenue)
- St. Claude (Industrial Canal to St. Bernard Parish line)
- Tulane Avenue (South Claiborne Avenue to South Carrollton Avenue)

Small Business Assistance Grant Program

Exhibit D: Program Eligible Commercial Corridors Map:

